



Award Winning 1st Comprehensive SAP CRM Implementation In Construction Industry

Client Details

Client Name	HCC (Hindustan Construction Company)
Industry	Infrastructure
Headquarter	Mumbai, India
Website	www.hccindia.com

Solutions Offered

- SAP CRM

Timelines

- 5 Months for Implementation

Business Requirements

- Driving organization to more consistent, relevant interactions across all channels and touch points
- Complete 360° view of the client and business partners
- Supported by business intelligence tools, the system allows for complex analytics for greater clarity and effective decision making
- Greater scalability and integration with existing SAP ERP modules for project sites, Finance, HR etc.
- Fit seamlessly with HCC Enterprise architecture and integrate with SAP® R/3® software back-end

Benefits to the Client

- Increased bidding volume over last year is 45%. Progress till now on course.
- Process efficiency resulting in productivity improvement
- Enhanced efficiencies of Key Account Management
- Better hit ratio and sales forecast accuracy
- Improved Customer Satisfaction
- Data Integrity and visibility leading to effective decision making
- Improved Sales force satisfaction

**SAP ACE Award 2011
Winner For SAP CRM
Implementation @ HCC**

